Competitors on Twitter

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Stalking your competitors on Twitter

- In order for someone to qualify as a competitor worth targeting, they have to fit in one of these categories:
- **Direct - targeting the same group of people with a similar product**
- **Indirect - targets the same needs with a product that's a bit different**

- Almost all businesses have a Twitter account, and people mention them in their complaints
- Find their Twitter handles by Googling their company name + Twitter
- Go to seach.twitter.com - advanced search and insert their handles in the "Mentioning these accounts" field
- If you select "Negative" and "Question," chances are you'll find more complain-y type posts
- Once you find some people who complained about the company, reply directly in the conversation or send them a separate tweet

- Agree with their complaint and offer your solution
- You can use Twitter's system for saving your searches if you want to come back later
- **Use a tool like Mention.com, which will notify you every time someone mentions some of your competitors**